

Community Profile



California Department of Health Services | Cancer Detection Programs: Every Woman Counts

northern california breast and cervical cancer partnership

Area Served:

16 Counties – including Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Napa, Plumas, Shasta, Siskiyou, Sonoma, Tehama, and Trinity.

Medically Underserved Women Helped:

Over 8,000 women screened for breast cancer from July 1, 1999 to June 30, 2001. Serving women of all ethnicities – 78% rural Caucasian

Program Contact:

1560 Humboldt Road, Suite 4
Chico, CA 95928
530-345-2483

Most Significant Challenge:

Encouraging women to have clinical breast exams and mammograms on an annual basis, not just once.

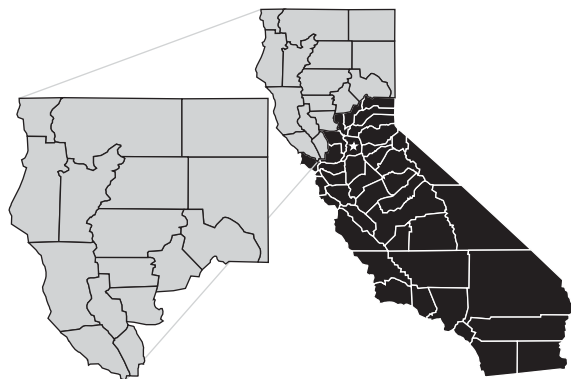
How Challenge Is Met:

By developing peer-based programs that reach women through trusted friends – and offering local resources for information and care.

Program Spotlight:

Only Your Hairdresser Knows... Beauty Shops Promote Breast Health, Encourage Cancer Screenings

Thirteen Oroville stylists are teaching local women that beauty and health are more than skin deep. The local stylists were selected by the Northern California Breast Cancer Partnership to participate in a statewide pilot program to educate local women about breast cancer and the importance of regular screenings.



Women already confide in their stylists about a wide variety of subjects – from family and marital problems to personal health issues and concerns. So enlisting these trusted confidantes in a program that encourages women to schedule regular clinical breast exams and mammograms and conduct self-exams is a natural.

Launched in March 2001, the beauty shop promotion ran through January 2002 and included three local Oroville shops. The local stylists who are participating in the program have received special training about the basics of breast cancer and the importance of regular screenings. They were trained how to initiate casual conversations with their clients about the importance of regular breast cancer screenings. Educational materials, including a breast model to help demonstrate proper self-examination techniques, are part of the program, along with free materials for customers about breast cancer. The program is expanding to additional counties.

Program results are tracked via response cards that customers may complete to participate in monthly prize drawings and through requests for information and referrals from the statewide toll-free hotline. The program's objective is to reach lower income rural women who have been difficult to reach through more traditional promotional avenues.